Rep Order# 6860593 Ver# 5 **Mod**# 2 Status Confirmed Traffic Order# 107386 **Printed:** 10/08/2012 9:03 AM 1 of 5 **EC'd** Yes 10/05/2012 11:05 AM Last Received:

) AMERICAN RAMBLER PRODUCTIONS

**Showing Buylines:** All Lines

KSNV-TV LAS VEGAS, NV. Station ) .ROMNEY 4 PRESIDENT Advertiser (

ROMNEY FOR PRESIDENT **Product** Estimate# 444

Buyer STEPHANIE KINCAID Phone#

BEVERLY, MA 02494 Agency C/P1/P2/E //444

Flight Dates 10/03/2012 - 10/09/2012

138 CONANT STREET

**Hiatus Weeks** 

Agency

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

C=3	k
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Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU Buylir	6A-7A ne Comment:	: WAKE W/WAGNERS - 1/DAY	:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
	2	W,F Buylir	6A-7A ne Comment:	: WAKE W/WAGNERS - 1/DAY	:30	\$700.00	10/03-10/05	2	1	2	\$1,400.00	
	3	W-F Buylir	7A-9A ne Comment:	: TODAY SHOW - 1/DAY	:30	\$900.00	10/03-10/05	3	1	3	\$2,700.00	
	4	M-TU Buylir	7A-9A ne Comment:	: TODAY SHOW - 1/DAY	:30	\$900.00	10/08-10/09	2	1	2	\$1,800.00	
	5	M-TU Buylir	9A-10A ne Comment:	: TODAY SHOW 2 - 1/DAY	:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
	6	M-TU Buylir	10A-11A ne Comment:	: TODAY SHOW 3 - 1/DAY	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
	7	W-F Buylir	10A-11A ne Comment:	: TODAY SHOW 3 - 1/DAY	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
	8	M-TU Buylir	11A-12P ne Comment:	: RACHEL RAY - 1/DAY	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
	9	W-F Buylir	11A-12P ne Comment:	: RACHEL RAY - 1/DAY	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
	10	M-TU Buylir	12P-1230F ne Comment:	: NOON NEWS - 1/DAY	:30	\$425.00	10/08-10/09	2	1	2	\$850.00	

Rep Order# 6860593 Ver# 5 Mod# 2 Status Confirmed EC'd Yes

Traffic Order# 107386

Printed: 10

10/08/2012 9:03 AM

2 of 5

10/05/2012 11:05 AM

Last Received: 10/0 Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV. Advertiser ( ).ROMNEY 4 PRESIDENT Product ROMNEY FOR PRESIDENT Estimate# 444		Agency ( ) 138 CON BEVERI Agency C/P1/P2/E	Rep Firm Sales Office Salesperson	( ).	) PHILADELPHIA ) AMY MCCREARY						
Buyer Phone#	STEPHANIE KINCAID	Flight Dates Hiatus Weeks	10/03/	2012 - 10/09/201	2	Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845			
Fax# LT Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
11	W-F 12P-1230P Buyline Comment:	NOON NEWS - 1/DAY		:30	\$425.00	10/03-10/05	3	1	3	\$1,275.00	
12	W-F 1P-2P Buyline Comment:	DAYS - 1/DAY		:30	\$425.00	10/03-10/05	3	1	3	\$1,275.00	
13	M-TU 1P-2P Buyline Comment:	DAYS - 1/DAY		:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
14	M-TU 2P-3P Buyline Comment:	DOCTORS - 1/DAY		:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
15	W-F 2P-3P Buyline Comment:	DOCTORS - 1/DAY		:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
16	M-TU 3P-4P Buyline Comment:	DR PHIL - 1/DAY		:30	\$450.00	10/08-10/09	2	1	2	\$900.00	
17	W-F 3P-4P Buyline Comment:	DR PHIL - 1/DAY		:30	\$450.00	10/03-10/05	3	1	3	\$1,350.00	
18	W-F 430P-5P Buyline Comment:	NEWS - 1/DAY		:30	\$725.00	10/03-10/05	3	1	3	\$2,175.00	
19	M-TU 430P-5P Buyline Comment:	NEWS - 1/DAY		:30	\$725.00	10/08-10/09	2	1	2	\$1,450.00	
20	M-TU 5P-6P Buyline Comment:	NEWS - 1/DAY		:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
21	W-F 5P-6P Buyline Comment:	NEWS - 1/DAY		:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	

Rep Order# EC'd Yes 6860593 **Ver#** 5 **Mod#** 2 Status Confirmed

Traffic Order# 107386

**Printed:** 

Last Received:

10/08/2012 9:03 AM

3 of 5

Daypart

10/05/2012 11:05 AM Showing Buylines: All Lines

Station 1	KSNV-TV LAS VEGAS, NV.	Agency (
Advertiser	( ) .ROMNEY 4 PRESIDENT	13
Product	ROMNEY FOR PRESIDENT	В
Estimate#	444	Agency C/P
Buyer	STEPHANIE KINCAID	Flight Dates
Phone#		Hiatus Weel
Fax#		

LT

) AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494

Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

oduct timate#	ate# 444 STEPHANIE KINCAID			BEVERLY, MA y <b>C/P1/P2/E</b> //4		Salesperson ( ) AMY MCCREARY				
yer one# x#					/2012 - 10/09/201	Salesperson Salesperson		215-568-6540 215-568-1845		
Ln	-	ime Prog		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost
22	M-TU 6	30P-7P	P - 2/DAY W/MAX SEP	:30	\$1,300.00	10/08-10/09	4	1	4	\$5,200.00
23		30P-7P Comment: JEO	P - 1/DAY	:30	\$1,000.00	10/03-10/05	3	1	3	\$3,000.00
24		P-730P Comment: WHE	EL - 1/DAY	:30	\$1,300.00	10/08-10/09	2	1	2	\$2,600.00
25		P-730P Comment: WHE	EL - 1/DAY	:30	\$1,300.00	10/03-10/05	3	1	3	\$3,900.00
26		1P-1130P Comment: NEWS	S - 1/DAY	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00
27		lP-1130P Comment: NEWS	S - 1/DAY	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00
28	1:	130P- 230A	a	:30	\$500.00	10/03-10/05	3	1	3	\$1,500.00
29	M-TU 1:	130P- 230A	GIHT SHOW - 1/DAY	:30	\$500.00	10/08-10/09	2	1	2	\$1,000.00
30	TH 91	P-10P Comment: OFF	GIHT SHOW - 1/DAY IC/PARKS	:30	\$3,200.00	10/04-10/04	1	1	1	\$3,200.00
31		P-10P Comment: GRII	мм	:30	\$2,600.00	10/05-10/05	1	1	1	\$2,600.00
32		OP-11P Comment: DATI	ELINE	:30	\$3,200.00	10/05-10/05	1	1	1	\$3,200.00

Rep Order# EC'd Yes Ver# 5 Mod# 2 Status Confirmed Traffic Order# 107386 6860593 Printed: 10/05/2012 11:05 AM

10/08/2012 9:03 AM

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Last Received: 10/0 Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.	Agency ( ) AMERICAN RAMBLER PRODUCTION	ONS Rep Fir
Advertis	er ( ).ROMNEY 4 PRESIDENT	138 CONANT STREET	Sales Of

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Advertise Product Estimate	ROI	) .ROMNEY 4 PRE MNEY FOR PRESIDE	NT BE	138 CONANT STREET BEVERLY, MA 02494 Agency C/P1/P2/E //444				Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY				
Buyer Phone# Fax#		EPHANIE KINCAID	Flight Dates Hiatus Week	10/03	10/03/2012 - 10/09/2012		Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845			
LT L		ay Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart	
3		A 7A-9A Buyline Comment	: SAT TODAY	:30	\$625.00	10/06-10/06	2	1	2	\$1,250.00		
3	4 S	A 11P-1130F Buyline Comment		:30	\$1,100.00	10/06-10/06	1	1	1	\$1,100.00		
3	5 S	A 5A-530A Buyline Comment	: NEWS	:30	\$825.00	10/06-10/06	1	1	1	\$825.00		
3	6 S	A 530A-6A Buyline Comment	: NEWS	:30	\$825.00	10/06-10/06	1	1	1	\$825.00		
3	7 S	U 6A-7A Buyline Comment	: NEWS	:30	\$350.00	10/07-10/07	1	1	1	\$350.00		
3	8 S	U 7A-8A Buyline Comment	: SUN TODAY	:30	\$750.00	10/07-10/07	1	1	1	\$750.00		
3	9 S	U 4P-530P Buyline Comment	: FOOTBALL IN AMERICA	:30	\$2,400.00	10/07-10/07	1	1	1	\$2,400.00		
4	0 S	U 5P-830P Buyline Comment	: NFL - PLS GIVE MAX SEP	:30	\$10,000.00	10/07-10/07	2	1	2	\$20,000.00		
4	1 S	U 930P-10P Buyline Comment	: JEOP	:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00		
4	2 S	U 10P-11P Buyline Comment	: L&O	:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00		
4	3 S	U 11P-1130F Buyline Comment		:30	\$1,100.00	10/07-10/07	2	1	2	\$2,200.00		

Rep Order# 6860593 Ver# 5 **Mod**# 2 Status Confirmed Traffic Order# 107386 **Printed:** 10/08/2012 9:03 AM 5 of 5 EC'd Yes **Last Received:** 10/05/2012 11:05 AM

**Showing Buylines:** All Lines

Dates

KSNV-TV LAS VEGAS, NV. Station ) .ROMNEY 4 PRESIDENT Advertiser **Product** ROMNEY FOR PRESIDENT Estimate# 444 **Buver** STEPHANIE KINCAID

BEVERLY, MA 02494 Agency C/P1/P2/E //444

138 CONANT STREET

Len

Rep Firm Sales Office ( Salesperson (

) PHILADELPHIA ) AMY MCCREARY

215-568-6540

Total

Phone# Fax#

LT

Flight Dates **Hiatus Weeks** 

Agency

10/03/2012 - 10/09/2012

Rate

) AMERICAN RAMBLER PRODUCTIONS

Salesperson Phone# Salesperson FAX#

Spots/Week # of

215-568-1845

Total Cost

Daypart

Time Ln Day Program \_\_\_\_\_\_ M-TU44 1235A-137A

Weeks Spots :30 \$75.00 10/08-10/09 1 1 1 \$75.00

Buyline Comment: CARSON

---REPORT TOTALS---

Report Totals: 91 / \$93,525.00

## ---SALES MONTHLY TOTALS---

Oct 12: 91 / \$93,525.00 Sales Totals: 91 / \$93,525.00 Station Totals: 91 / \$93,525.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$334,018 CATV 0 % KBLR 0 % KINC 0 % KLAS 25% KSNV 28% 28% 0 % 2% 3% KTNV KTUD KVCW KVMY KVVU 14%

> XXXX 0 %

NOV12 Books RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE